

# Idaho Conference on Recreation & Tourism



**May 5 - 7, 2009**  
**SUN VALLEY**

AGENDA subject to change

**IDAHO**

ADVENTURES IN LIVING

## **Tuesday, May 5th**

**8am—5pm**

Idaho Travel Council Meeting,  
Grant Presentations

**1—4pm**

Idaho Recreation and Tourism  
Initiative Steering Group Meeting

**1pm**

**For incoming conference  
attendees**

**Craters of the Moon field trip**

## **EVENING**

Reception with Exhibitors & local  
Sun Valley CVB Dine-around

## **Wednesday, May 6th**

**8am**

**John Webster** Warm-up

**8:45—9:15am**

**Welcome—**

**New Innovations to**

**Idaho Tourism**

**Don Dietrich**

Director of Idaho Department  
of Commerce

**9:15-10:15am**

**Who is the Idaho Traveler?**

**Longwoods Research**

**Drake Cooper**

**10:15-10:45am**

**Visit with Exhibitors**

**10:45am-12:00pm**

Panel on **latest trends & research**

## **Wednesday, May 6th(cont'd)**

**12 -1:30pm**

**Lunch Keynote**

US Travel Association update on  
the Travel Industry

**SPONSORED BY: Horizon Air &  
Alaskan Airlines Magazine**

**1:30-2:30pm**

**Breakouts**

**Sales & Marketing**

Social media, what you need to  
know about YouTube,  
Facebook & Twitter

**Recreation**

Trends in recreation

**Management**

Getting involved at the local, state  
and national level

**Public Relations**

**Red Sky**

**2:30-3pm**

Break with **Exhibitors**

**SPONSORED BY: Media West**

**3-4pm**

**Breakouts**

**Social Media**

Trip Advisor & Reputation  
Management

**Recreation**

Making the most of the trends  
in recreation

**Culinary Tourism**

The tasty trend in Travel

**Sunset Magazine & Idaho Preferred**

**Public Relations- Top 10**

**TIG Global & Patterson Bach**

**4:15-5:30pm**

**Millennial Mindset**

**Drake Cooper**

The social power of your next  
biggest customer

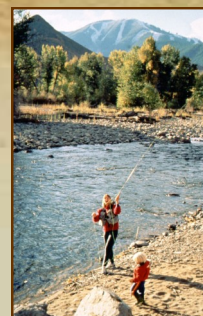
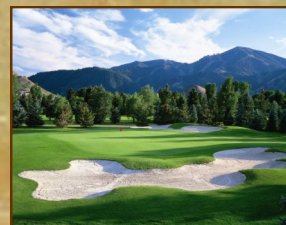
**5:30-8:30pm**

Reception with **Exhibitors &**  
**Local Food Showcase**



**Stay  
an  
Extra  
Day  
to Play**

**Register for  
the Craters of  
the Moon  
History  
Workshop**



**Need more info? Contact Kellie Reed 208-334- 2470**

**Email**

**http://www.commerce.idaho.gov/**

**LODGING PARTNER:** Sun Valley Company, **Book your reservations online** or call 800-786-8259.

Rates: \$105-\$120



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## Thursday, May 7th

8:30-9:30am

### Breakfast Clubs

Enjoy a breakfast buffet & casually visit table topics of interest

9:30-10:45am

### Sustainability

[Karen Purves M.A.](#)

Greening your Organization

11am-12pm

Regional Caucuses

12-1:30pm

Lunch & Governor's

Take Pride in Idaho Awards

SPONSORED BY: [Meredith Travel Group](#)

1:30-5pm

### Breakouts

#### Sales & Marketing

Formula for email success, Google analytics, search engine optimization, TWITTER, Cheap & easy tips and tricks

#### Recreation

Local Field Trip with

[Sawtooth National Forest](#)

### Culinary Chefs & Farmers

[Idaho Preferred](#) Department of Agriculture

PLEASE [RSVP](#)—Limited #

### Golf Tournament

[Whiteclouds](#) 9 Hole Scramble  
Benefit for Larry May Foundation  
\$65

## Thursday, May 7th

8:30—9:30am

### BREAKFAST CLUB TOPICS

- ISAA - Idaho Ski Area Association
- Scenic Byways
- Twitter
- Sports Marketing
- Voluntourism
- Kids & Nature
- Film Commission
- Tourism Alliance
- Idaho Parks & Recreation
- B & B Association
- Culinary
- Top 10
- Jack Rabbit
- SATW—Society of American Travel Writers
- IRVCA—Idaho Recreation Vehicle & Campground Association

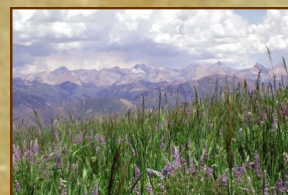
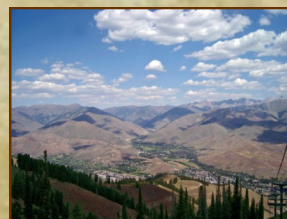
## SPECIAL EVENT EVENING OF MAY 7

You are Invited to the

### Larry May Foundation Fundraiser

Ticketed event

Please email [John May](#)



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